

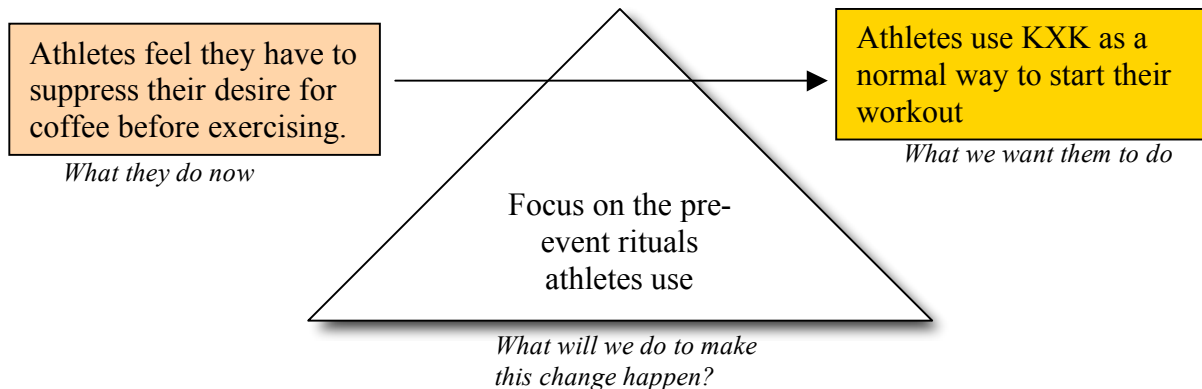
The (Fake!) Situation

The Kamikaze Koffee, Inc. has come to you with a marketing need: they are introducing a new form of coffee with five times the normal caffeine of a standard cup of coffee. They are able to create this unique product, called KXX through a new, patented technique where normal coffee is placed under several thousand pounds of pressure before it is roasted. Kamikaze has decided to use the Internet and interactive media to raise awareness of and intent to try their new product.

Working with your agency, they have determined that they want to reach out to competitive endurance athletes. Through research, they have realized that athletes like to have caffeine before a race or a long workout, but are worried about the diuretic effects of having too much coffee. Therefore, they avoid coffee. Athletes often will substitute another drink with caffeine, such as a soda, but it is never seen as the same. Nothing beats the taste of real coffee.

KXX will be positioned as an alternative: since it packs so much caffeine, you can get the buzz of caffeine, but need to only drink a small amount. Therefore, the negative effects of too much coffee are avoided!¹

The strategy, therefore, looks like this:



That is: we will create interactive communications platforms that bring to life the morning rituals of well-known athletes, and begin to show how KXX can become integrated right in.

¹ Please remember that this is entirely fake. The method, the science and the conclusion are all exaggerated, just to make sure there is no crossover with any actual projects. Do not take anything from this set up, other than just that it is a set up!

Interactive Strategic Plan: Kamikaze Koffee

Summary

The project, described in 100 words or less

We will create a micro-site that features the pre-race rituals of some very famous names in endurance sports. The rituals will be shown in video, audio and pictures. Guests will be allowed to comment on these, vote for ones they think are most interesting/unusual and post their own stories. Each pro-story will show how KxK has been incorporated into the ritual.

Situation

What are current business conditions drive this project?

Our client, Kamikaze Koffe, Inc., has developed a new, hyper-caffeinated line of coffee, and is looking to introduce it first to the active health crowd. Currently, few coffees are marketing directly to this segment, with just a few niche players operating. The KxK product is slated to be the flagship product for KKI in 2007, so there is a strong desire to make the product unique and attractive.

Brand

How do consumers perceive the product?

KKI has a strong reputation with consumers. The top 5 words used to describe the brand in recent focus groups are: exciting, impulsive, fun-loving, inventive, and non-traditional. Additionally, KKI has been known to support progressive causes, such as environmental awareness and fair trade. KxK is a new product, so there are no existing feelings among consumers. However, consumers believe that KKI will only introduce products that are interesting and exciting, so the bar is fairly high for the brand.

Goal

What do we want consumers to do?

Create a practice among endurance athletes where they consume KxK as a part of their morning/pre-race ritual.

Insight

What do we know about consumers?

Athletes are extremely particular about their pre-race rituals, to the point of superstition: if they ate a blueberry waffle one day and had a great race, they will eat blueberry waffles every single day from then on. However, much of their behavior is based on a belief in how their body will perform: they do not eat or drink things that they think will be harmful to their performance.

So, they tend to avoid coffee, because they are concerned about its diuretic effects. However, they see this as a great sacrifice: they crave a cup of coffee but feel that indulging in this bit of morning pleasure will do them too much damage.

Therefore, there is a latent opportunity for the coffee experience that KxK delivers. Athletes in test groups responded extremely positively to the concept behind the product.

Interactive

How can the interactive medium uniquely support the goals?

Simply telling an athlete “go ahead and add something new to your ritual”, via a static ad would be unsuccessful: athletes will not accept that message because it goes against something they firmly believe is the right thing to do.

The interactive medium, therefore, is best suited to the task of introducing this product to consumers, because they can see precisely how the product works into the lives of athletes they know and admire. Additionally, they can participate with the communication (by voting, commenting and contributing), so the experience with the product/brand begins even before initial use.

Success

How will we know when we are successful?

Success will be judged by engagement on the site itself. Target values will be determined in other documents, but we will measure:

- Unique visits
 - Return visits
 - Length of time on site
 - Participation (leaving comments, voting, contributing)
 - Pass-along (emailing to friend, delicious adds, diggs, and other social media spread)
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Gary Stein (gstein.sf@gmail.com | www.steinblog.com)